

Durham Area Transit Authority Goals - DRAFT

(in no particular order)

Goal 1. Safety

Create an environment that is safe and feels safe to our customers and employees.

- Improve the safety of bus operators and customers on board buses
- Improve the safety at bus stops and transit centers

Goal 2. Service Quality

Provide services that are reliable, convenient, easy to access, and courteous/friendly.

- Improve the on-time performance of the system
- Deliver services that are time competitive with the car
- Increase the number of accessible bus stops

Goal 3. Fiscal Responsibility

Focus services to meet basic mobility needs as well as diverse market demands in a cost-effective manner and pursue funding partnerships to supplement local tax dollars.

- Maintain mobility options for current customers
- Deliver frequent and direct services in highly travelled corridors
- Target resources to improve the efficiency and productivity of the system

Goal 4. Community Benefits

Develop services that support economic development, reduce carbon emissions, and connect citizens and visitors with affordable access to community life.

- Provide direct services to major employment centers during commuting hours
- Improve access to jobs and services throughout the city
- Increase the percentage of trips taken by modes other than the single-occupancy vehicle

OBJECTIVES (draft)

Goal 1. Safety

Create an environment that is safe and feels safe to our customers and employees.

Objectives

1. Reduce number of preventable accidents
2. Reduce number of passenger incidents
3. Achieve average rating of x for perception of safety in on-board survey
4. Reduce workman's compensation claims each year
5. Reduce response time to accidents each year
6. Reduce number of trips that exceed passenger load factor of 150%

Goal 2. Service Quality

Provide services that are reliable, convenient, easy to access, and courteous/friendly.

Objectives

1. Achieve x % early/on-time arrivals at timed transfer locations
2. Achieve x % on-time departures at all timepoints
3. Achieve less than 5% of departures at all timepoints are early
4. Reduce percentage of missed trips
5. Achieve a ratio of 150% for door-to-door transit-auto travel time for 15 origin-destination pairs within the service area
6. Achieve minimum frequency for each route according to route type
7. Achieve minimum span of service for each route according to route type
8. Achieve x % of bus stops are universally accessible within 3 years (by FY2015)
9. Achieve x % of households in service area within ¼ mile of a bus stop
10. Achieve average rating of x for operator courtesy in on-board survey
11. Achieve average rating of x for customer service representative courtesy in on-board survey

Goal 3. Fiscal Responsibility

Focus services to meet basic mobility needs as well as diverse market demands in a cost-effective manner and pursue funding partnerships to supplement local tax dollars.

Objectives

1. Increase passengers per revenue hour
2. Increase cost recovery ratio
3. Reduce cost per passenger trip
4. Reduce maintenance cost per 100,000 operating miles

Goal 4. Community Benefits

Develop services that support economic development, reduce carbon emissions, and connect citizens and visitors with affordable access to community life.

Objectives

1. Increase number of pounds of CO2 reduced by providing transit service
2. Reduce gas consumption per passenger mile
3. Increase number of jobs available within a 60 minute transit trip
4. Increase the number of people that can access a grocery store within a 30 minute transit trip